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IBM Academic Initiative - Marketing Management Faculty Guide
Teaching Marketing Management

WHERE TO START:

IBM Academic Initiative Marketing Management Teaching Topic: https://www-304.ibm.com/ibm/university/academic/pub/page/com_marketing

Faculty must be members of the IBM Academic Initiative to leverage the software and courseware. The Academic Initiative program is available at no charge to qualified faculty members. If you're not already a member, join at http://ibm.biz/Bdxk2X.

Recommended IBM Solution:
IBM Digital Analytics, IBM Campaign, IBM eMessage, TeaLeaf, and IBM Marketing Center make up the Marketing Management offering from IBM. You can request no-charge access to IBM Digital Analytics through your Academic Initiative Relationship Manager.

Product training:
- The State of Marketing 2013 Survey Insights
- Learn about the IBM Enterprise Marketing Management portfolio
- IBM Enterprise Marketing Management video overview
- IBM Digital Analytics (formerly Coremetrics) Digital Marketing Optimization Suite introductory video

Reference book:
- *Smarter Analytics: Increase Business Success by Applying IBM Business Analytics and IBM Smarter Commerce Solutions*: http://www.redbooks.ibm.com/abstracts/redp5046.html?Open

Classroom labs and workshops
All available on the AI Marketing Management Teaching Topic Page:
- **CMO Insights from 2011 IBM Institute for Business Value Study (CMO2011**)
- **Digital Analytics: Online learning through the IBM Learner Portal (CDM002) :** This document provides instructions to access the library of on-demand modules covering the entire IBM Digital Analytics and Marketing Center suite
- **Marketing Automation and IBM Digital Analytics (formerly Coremetrics) (CDM001):** Learn how the industry-leading Coremetrics Digital Marketing Optimization Suite provides the tools to easily execute and automate marketing efforts
- **Smarter Analytics Digital Analytics Workshop (DIGAN2013T3):** IBM Academic Initiative Smarter Analytics Teach the Teacher materials. In this workshop faculty can see how to introduce Digital Analytics to students

Additional classroom references
- Article: Digital Marketing Optimization overview

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- IBM EMM Channel on YouTube
- Enterprise Marketing Management whitepaper (PDF 1.5MB)
- Optimize marketing silos: Bring together online and offline marketing (PDF, 852KB)
- Customer Experience Management Best Practices for eBusiness (PDF 185KB)
- Marketing Science: From descriptive to prescriptive
- Collective Intelligence: Capitilizing on the crowd (912KB)
- Digital marketing optimization overview

Online community resources:

- Smarter Marketing website
- Smarter Marketing blog
- IBM Center for Applied Insights blog (tagged marketing)

Customer examples and use cases

Use these industry examples in your classroom:

- Sky Italia - Sky Italia is taking customer service to the next level with a real-time marketing system that instantly segments customers and delivers just the right message or offer at just the right time to reduce churn and improve satisfaction.
- Virgin Atlantic Airways Ltd - Customer behavior insights from web analytics used to improve the experience and boost online bookings:
- Milan GmbH - Shopper behavior and preferences analyzed to the persona level, optimizing promotions and driving sales
- MonotaRO Co., Ltd. - Robust analytics and reporting lead to a better understanding of customer needs and improved sales
- Peach John Co., Ltd. - Multichannel marketing solution used to personalize email campaigns with behavioral analysis
- wehkamp.nl - The Netherland's leading online store